



July 26, 2018

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Notice of Ex Parte Communication, MB Docket No. 18-214, GN Docket No. 12-268

Dear Ms. Dortch:

On July 24, Michelle Lehman, Rick Kaplan and the undersigned, all of the National Association of Broadcasters (NAB), met with staff from the Incentive Auction Task Force and the Media Bureau. A complete list of meeting attendees is copied below. During this meeting, NAB discussed the draft Notice of Proposed Rulemaking and Order in the above-referenced docket,¹ specifically the draft Order's discussion of the consumer education funding Congress recently made available to the Commission.²

NAB discussed its efforts to help repacked stations educate viewers about the repacking process and, in particular, the need to rescan television sets to ensure that viewers can continue to receive free over-the-air transmissions from their local stations. NAB has devoted substantial resources to the development of tools and information regarding the repacking process, including tools to help TV stations, legislators and partner organizations educate viewers. This information can be found at www.tvanswers.org, a resource NAB developed and maintains.

NAB commended the proposal to fund a dedicated consumer service call center to provide viewers "technical support and assistance on such matters as rescanning and other means

¹ LPTV, TV Translator, and FM Broadcast Station Reimbursement, *Draft Notice of Proposed Rulemaking and Order*, MB Docket No. 18-214, GN Docket No. 12-268, FCC-CIRC1808-5 (circulated July 12, 2018) (Draft NPRM).

² Consolidated Appropriations Act, 2018, Pub. L. 115-141, at Division E, Title V, § 511, 132 Stat. 348 (2018) (codified at 47 U.S.C. § 1452(j)-(n)).

to resolve potential reception issues.”³ Based on NAB’s experience with stations that have already completed channel moves, many consumers may have basic questions concerning the rescanning process, which a dedicated FCC call center could be well-suited to address. Judicious support of such a call center would aid consumers and broadcasters while also representing sound stewardship of appropriated funding. NAB also discussed opportunities for targeted outreach to specific groups and messaging in accessible formats. We look forward to continuing to work productively with the Commission to ensure that consumers understand the steps they need to take to continue receiving free over-the-air television signals from their local stations.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Patrick McFadden", with a long horizontal flourish extending to the right.

Patrick McFadden
Associate General Counsel,
National Association of Broadcasters

cc: Jean Kiddoo
Hillary DeNigro
Rachel Kazan
Charles Eberle
Katie Gorscak
Mark Colombo

³ Draft NPRM at ¶ 91.